

June 22, 1987

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

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6/24/87

Big Apple's biggest apple

Saatchi & Saatchi DFS Compton
\$1.2 billion
 (Estimated combined billings)

Saatchi & Saatchi Compton/New York
 (Est. billings \$400 million)

Major clients:

Procter & Gamble
 Johnson & Johnson
 British Airways
 New York Life

DFS Dorland/New York
 (Est. billings \$800 million)

Major clients:

Procter & Gamble
 General Mills
 Northwest Airlines
 RJR Nabisco
 CPC International
 Hanes/L'Espresso

Second Banana: ADVERTISING AGE estimates of 1986 billings by city had Grey Advertising as top New York agency last year with billings of about \$838 million. Young & Rubicam (\$795 million), DFS Dorland, Ogilvy & Mather (\$708 million) and J. Walter Thompson USA (\$600 million) followed.

But who's in charge?

By PAT SLOAN

New York—Saatchi & Saatchi Co. will announce consolidation of part of its empire today, and the group's Compton agency apparently lost out.

The consolidation of DFS Dorland and Saatchi & Saatchi Compton into Saatchi

& Saatchi DFS Compton will make the merged agency the largest in New York, with combined billings of \$1.2 billion.

But a high-level Saatchi & Saatchi source outside New York said, "There are a tremendous number of disaffected people at Compton." The combined shop

(Continued on Page 90)

Second British bidder for JWT

By PAT SLOAN
 and LAUREL WENTZ

The advertising industry's first hostile takeover battle heated up last week when a second British company came forward as a possible "white knight" for JWT Group.

Trilateral Communications, a U.K. holding company formed four months ago and run by John Wood, a London adman, has had discussions with the New York-based agency group.

The move follows last week's breakfast meeting between JWT Group Chairman-CEO Don Johnston and WPP Group chief executive Martin Sorrell to discuss WPP's attempted takeover of JWT Group.

WPP's bid, upped last week from \$45 to \$50.50 a share, has not been matched by anyone, including Mr. Wood's group.

Late June 19, WPP extended its \$50.50 offer to noon today, which one source close to the negotiations interpreted as a favorable sign for WPP. The total offer is worth \$515 million.

U.S. agencies, either separately or in a consortium, also have been rumored to be looking at purchasing JWT Group, and Ogilvy & Mather is cited as the leading contender.

It would be ironic if JWT were "rescued" by another British company.

Trilateral was created to take a U.K. financial services group, British & Commonwealth Ltd., into the communications business.

B&C owns 24% of London-based ad agency Wood Brigdale, Nisbet & Robinson Ltd., and also owns a merchant bank, Cayzer Ltd., which would finance the deal.

Although he would not comment on any discussions in the works, Mr. Wood, who also is chairman of the agency, told ADVERTISING AGE three separate JWT officers from three different JWT-owned operations contacted him about acting as a white knight.

That began 10 days ago when WPP started lining up underwriting for its financing.

"It was a well-telegraphed punch," Mr. Wood said.

Mr. Wood would not identify the JWT individuals but said that Mr. Johnston was not one of them.

"Our merchant bank would be the vehicle" for the bid, he said. "[JWT Group] could have us as significant players in their company, leaving them free to restructure the financial side of the business with some help."

One possibility is a minority stake in JWT, (Continued on Page 92)

SmithKline, B-M prepare for OTC

Antacid attack

By NANCY GIGES

SmithKline Beckman Corp. is laying plans to take a consumer version of its \$1 billion-a-year anti-ulcer drug, Tagamet, into the over-the-counter market, an explosive development likely to reshape the \$700 million antacid category.

Although Food & Drug Administration approval of OTC-strength Tagamet may be a few years away, Bristol-Myers Co. already has positioned itself to share in the spoils.

Under a pact with SmithKline, B-M will be able to market its own OTC antacid containing cimetidine, the active ingredient in Tagamet.

Philadelphia-based SmithKline's patent

on cimetidine runs until 1994, which should give it and B-M time to build awareness for their brands before competitors jump in with "me-too" products.

New York-based B-M earlier struck a similar marketing link with Upjohn Co., Kalamazoo, Mich., in the analgesic market. That earlier deal gave B-M marketing rights to Nuprin, the OTC pain reliever based on ibuprofen, a hugely successful prescription drug sold by Upjohn under the name Motrin.

SmithKline, though it markets consumer products such as Contac cold remedy, is primarily a prescription-drug marketer. In another deal last week, it acquired potentially valuable rights from B-M to a newer-generation

(Continued on Page 93)

GF may cut commission

By JUDANN DAGNOLI

General Foods Corp., one of the country's leading advertisers spending about \$350 million a year, appears to be cutting back on commissions to its core ad agencies.

The four agencies—Grey Advertising, D'Arcy Masius Benton & Bowles, Young & Rubicam and Ogilvy & Mather—would not comment officially. But two inside sources said their shops are working up a plan to present to GF that would stretch the agencies' dwindle

commissions from the Rye Brook, N.Y.-based marketer.

Those plans are said to include contingencies for additional new-product development payments and a relaxation of GF's stance on client conflicts.

It was not clear whether the agencies were working alone or in concert.

GF agencies now get the 15% commission that was once the industry standard, according to sources.

Expected to be hardest hit by the

GF commission cut is O&M, which only two months ago lost an estimated \$17.5 million in billings for GF's Maxwell House (AA, April 20).

Maxwell House's \$70 million budget, cut by 25%, had been a casualty of volatile coffee pricing and high promotional spending in the category.

O&M also handles an estimated \$47 million for Country Time powdered beverages, some Post cereals, Shake 'n Bake coating mix and

(Continued on Page 93)

Last Minute News

MasterCard's \$40M account goes to SSC&B

New York—SSC&B/Lintas Worldwide won the \$40 million MasterCard International account (AA, March 23, et seq.), beating out fellow finalists Chiat/Day; Bozell, Jacobs, Kenyon & Eckhardt; and Levine, Huntley, Schmidt & Beaver. Incumbent William Esty Co. withdrew from the competition last month.

Dentsu snares Grand Prix at Cannes

CANNES—Dentsu's 60-second TV spot entitled "The Illustrated Guide to Animals," for an encyclopedia of animals, won the Grand Prix here last week at the International Advertising Awards Film Festival, sources said at press time. The spot, directed for the Tokyo

(Continued on Page 8)

Highlights

Toppels just won't topple

12

After last year's new-product blitz crumbled, Frito-Lay is back testing Cracker Snax—the new name for its short-lived Toppels. The marketing test in Dallas contrasts F-L's ill-fated burst of new-product activity last year with MaxSnax, a family of three snacks including Toppels. But F-L just won't give up on the MaxSnax concept.

Shell experiences new image

12

Shell Oil Co. is shifting gears in an estimated \$15 million ad campaign themed "Experience the difference." The nation's leading gasoline marketer will move from a straight product message to an umbrella image campaign, keying on consumer concern about service. The switch comes as virtually all other competitors are concentrating on "high performance" aspects of their products. "Experience the difference" is the first umbrella theme Shell has used since 1982.

Ad execs rap rate-busting

24

Business publishers who, like some consumer magazines, are employing flexible rate cards drew heat from agency and advertising executives attending the Business/Professional Advertising Association annual meeting in Boca Raton, Fla., last week. Fear of a trend toward rate-busting following McCall's highly publicized move to negotiable rates was a hot topic. None of the publishers admitted to selling off their rate cards, but several said they knew other publishers who did.

Paxson pitching game show

44

Home Shopping Network is taking its pitch one step further into the game-show business. HSN President Lowell "Bud" Paxson has begun a major media tour, including a satellite video conference and the talk-show circuit, to plug the new "Home Shopping Game." The show, which made its debut June 15, has been cleared in 50% of the country and will run on all CBS owned-and-operated stations. The game show marks the biggest challenge to date for HSN as it moves into syndicated TV from radio and cable and UHF TV.

Turtle Wax moves indoors

86

Turtle Wax is about to give its 5-year-old diversification plan its toughest test. The world's largest marketer of carcare products, looking to move out of the garage and into the home, this fall takes a major step into household products by introducing Scratchguard bath and kitchen cleaner. For Turtle Wax, a privately held company with annual sales of about \$100 million, it means changing its distribution and sales networks, specifically targeting female consumers for the first time and taking on some of the nation's largest consumer-products marketers.

INTERNATIONAL

Detergent battle bubbles in the U.K.

60

Procter & Gamble Co. and Unilever are pitting their newly launched Ariel and Wisk brands against each other in a battle for the U.K.'s new liquid-detergent market. The two brands hold 20% of the \$600 million low-suds detergent market since P&G launched Ariel Liquid nationally in December, following Unilever's rollout of Wisk in September.

Japan gets RJR apology

60

R.J. Reynolds Tobacco Co., under investigation by U.S. authorities after shipping to Japan Winston Lights cigarettes with tobacco containing higher-than-allowed herbicide levels, ran a newspaper ad apologizing to Japanese consumers. The ad, created by J. Walter Thompson Japan, expresses RJR Nabisco's "sincerest apology for having caused great concern to consumers and retailers due to various media reports regarding Winston Lights."

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OTHER NEWS

Financial services could be the next major ad category to encounter agency/client conflicts. As banks, insurance companies and brokerage houses offer increased services, several agency executives say the concept of a financial "supermarket" will cause closer examination of account conflicts. Page 28.

Levi Strauss & Co. is back in the fashion business. A year after dismantling its fashion-conscious Battery Street Enterprises unit, the jeans marketer is testing the water again with Levi's Dockers, a new line of casual men's wear. Page 41.

Procter & Gamble Co. is racing to increase its estimated \$30 million special-events sponsorship program and to add events-marketing agencies to its roster. P&G is exploring sponsorships of several spectator sports, including bicycle racing, sailboarding and fishing. Page 41.

Marketers are blurring the line between cars and trucks in response to a new wave of customers looking for carlike features in their trucks. "Toughness" is no longer the only positioning for trucks; "fun" and even "prestigious" are major selling points. Page 41.

The top 15 advertisers on network TV increased spending by 13% during the first quarter of 1987 vs. the same period a year ago, according to Broadcast Advertiser Reports. Johnson & Johnson Co., Chrysler Corp. and Mars Inc. increased spending, but Procter & Gamble Co. decreased its network spending 6% to \$108.7 million. Page 70.

SPECIAL REPORT



Magazines—Despite the inherent complexities of the international publishing arena, many U.S. and foreign publishers are navigating the waters successfully. Starts after Page 48.



Immigration and Naturalization Service

Alien message

Actor Luis Avalos of "Hill Street Blues" fame appears in Spanish-language TV public service announcements discussing the new immigration law, as part of the Immigration & Naturalization Service's information campaign. Actor Eddie Albert does an English-language version directed at employers. The tougher law is under attack from a number of quarters; its June 1 effective date has been set back to July 1. The government plans to add a paid ad campaign to the public service effort when the law takes effect. The Justice Group, Los Angeles, handles.

Chiat may give up Porsche

Nissan eyes 3

By CLEVELAND HORTON

Nissan Motor Corp. USA cut the list of agencies contending for its \$150 million account to three—Chiat/Day, Ogilvy & Mather and Tatham-Laird & Kudner.

It also decided against splitting its account between cars and trucks, meaning there may be a parting of the ways between C/D and Porsche Cars of North America, Reno, Nev.

C/D Los Angeles General Manager Greg Helm insisted the agency hasn't resigned the \$14 million Porsche business, but acknowledged it was up to Porsche whether the relationship will continue.

Porsche officials denied they are about to make a change, but sources said Porsche will sever its ties with the agency soon.

Dropped from the Nissan competition were the Bloom Agency,

Dallas, and Jordan, Manning, Case, Taylor & McGrath, New York. Both Bloom and JMCT&M suffered because they lack a West Coast presence and executives ready to head a possible new office.

Carson, Calif.-based Nissan insists its account be serviced on the West Coast.

The winning agency will succeed William Esty Co. on the account (AA, May 4).

Another question on Nissan surfaced last week: Is there more than \$150 million in billings at stake for the agencies involved?

Nissan's Japanese parent indicated last week it plans to establish a new U.S. division to market upscale cars and minivans in the 1989 model year.

That division, following the example set by American Honda Motor Co. for its Acura line and, (Continued on Page 93)

Levine acquires Los Angeles shop

By JENNIFER PENDLETON

Levine, Huntley, Schmidt & Beaver expanded outside its New York base by acquiring a majority interest in Los Angeles agency Larsen, Colby, Koralek.

The \$10 million agency, founded less than three years ago by three former executives of Keye/Donna/Pearlstein, is becoming a division of LHS&B, but will operate under the LCK name.

LCK Exec VP-Creative Director Rick Colby declined to reveal how big a share LHS&B holds in his agency, but stressed the three LCK partners retain a sizable chunk.

Neither Mr. Colby nor LHS&B Chairman-CEO Harold Levine would reveal the terms of the deal.

The three LCK partners will

keep their existing titles. Garry Koralek, 36, remains president; Mr. Colby, 35, and Gary Larsen, 38, will keep the title they share—exec VP-creative director.

West Coast News

LHS&B will use LCK to enter the southern California market, one of several U.S. regions into which the \$130 million agency hopes to expand.

Mr. Levine said LHS&B clients Subaru of America and Jos. E. Seagram & Sons didn't demand the agency establish a southern California branch, although each has operations here.

LCK likely will start working on (Continued on Page 94)

Seoul riots cloud NBC's Olympics

By **VERNE GAY**
and **KEVIN COTE**

The Olympics jinx that plagued NBC-TV seven years ago is rearing its head again.

Riots and political upheaval in Seoul, South Korea, where the 1988 Summer Olympics will be held, are raising old fears at NBC. But no sponsor has yet shown any public concern, and one, AT&T, is ready to make a major Olympics buy.

Still, "NBC has to be a little shell-shocked," said one media executive last week.

The network's plans to telecast the 1988 Olympics from Moscow were scuttled when President Jimmy Carter ordered a boycott of

the Games by the U.S. teams.

NBC has estimated it will sell about \$600 million in commercial time in the Olympics.

Sources estimate \$150 million to \$200 million of this amount is "incremental," or money that sponsors will pull from other sources to fund their Olympics sponsorship.

Current sponsors include Coca-Cola Co., General Motors, Eastman Kodak Co., Federal Express Corp., Visa USA, McDonald's Corp. and Isuzu Motors.

If the Games were canceled, this incremental money would probably flow back into promotion, or to other media vehicles, according to executives.

The rest of the money would likely be "re-expressed" in other

replacement programming that would run from Sept. 17 to Oct. 2, when the Games will be telecast.

NBC would not have to pay the \$300 million in rights fees to the Seoul Olympics Organizing Committee (SLOOC) if the Games are not held.

AT&T, the largest TV sponsor of the 1984 Summer Games, said last week a deal with NBC for the 1988 Games was imminent.

"I'm concerned obviously about [the unrest] ... but I'm confident there will be a deal with NBC—that's the bottom line," said Bob Watson, director of media and corporate services for AT&T.

"I would start to get worried if this unrest continues after June," said an official with SLOOC. Dem-

onstrations have traditionally followed the cycle of the school year, which ends in a few weeks.

But Robert Helmick, president of the U.S. Olympic Committee, warned last week, "We don't want to participate in any athletic events where tear gas is popping off outside the stadium."

"I think most of the sponsors would say it is still a year until the games take place and a lot can happen in a year," said Ems Magnus, VP-marketing services, ISL Marketing in London, the company that arranges global sponsorship rights for the Games.

"I'm speculating, but even if the Seoul venue went away, there are other places that could handle the Olympics on short notice," said

Steve Leff, exec VP-director of media services, Backer & Spielvogel, which has Hyundai and Miller as sponsors.

An NBC spokesman said, however, that "the Games will be held in Seoul or not at all."

Oles Gadacz in Seoul also contributed to this story.

Ad lineage error

In the Consumer Magazine Ad Lineage report on Page 71 of this issue of *ADVERTISING AGE*, the year-to-date performance figure for the "Auto/cycle/rec. vehicles" magazine category is incorrect. It should read -0.4%, not -460.4%.

CORRECTIONS & CLARIFICATIONS

- Stephen Matis was identified incorrectly in a list of Effie Award judges in the Research Beat column (AA, June 15, P. 34). He is director of marketing research, Colgate-Palmolive Co. Also, the list should have included Marvin Mord, VP-marketing research, Capital Cities/ABC.
- Tandem/DDB Needham, Madrid, created the umbrella theme "Spain, everything under the sun" for the Spanish Tourism Board. An article said Saatchi & Saatchi, Madrid, created the campaign (AA, May 18, P. 30). S&S created the U.S. portion of the campaign.
- A story about *New Republic* incorrectly described its financial status. *New Republic* is marginally profitable, not "financially troubled" (AA, June 15, P. 67).
- A story on liquid yogurt stated that 12% of yogurt consumed in the U.S. is liquid yogurt, a figure incorrectly reported by Dannon Co. The A.C. Nielsen Co. figure applies to sales of liquid yogurt in seven countries where Dannon markets Dan'up liquid yogurt (AA, June 1, P. 3).

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Telling the market where they can buy a product they've seen advertised, sending them information, or even selling by phone is what we do. And we do it well. It's why you'll see our 800 # in the ads of many leading companies. And why we should be in yours. Call today for our literature and we can start telling your market where to go.

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When it comes to making things happen, the average Monitor readers are anything but average. Shouldn't you be talking to them?

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*SOURCE: ERDOS and MORGAN, Inc., 1985 Subscriber Study

THE CHRISTIAN SCIENCE MONITOR.



The average Monitor reader—anything but average.

Special Report

Magazines

John Rush

Global media offer order, obstacles

By Carolyn Hulse

Global advertising is for a privileged few. It's for a handful of "universal products," such as Coca-Cola and Levi's jeans, which are sold and recognized worldwide. It's for upscale products, such as BMW and Chanel No. 5, which sell to a small percentage of the world's consumers. And it's for state-of-the-art technology, such as Apple Computer and IBM Corp. computers, which are sought by the international business community.

While the majority of multinational advertisers still test foreign waters strictly on a market-by-market basis, it only takes one or two

Carolyn Hulse is a Chicago-based free-lance writer and was formerly assistant international editor of ADVERTISING AGE.

Unless noted, all circulation figures listed in this report are total circulation averages for the six months ended Dec. 31, 1986, as reported in Audit Bureau of Circulations' FAS-FAX.

Foreign circulation of top 10 A.B.C. magazines (exclusive of foreign editions)

A.B.C. rank/magazine	Foreign circ.* (issue)
1. TV Guide	12,193 (10/4/86)
2. Reader's Digest	98,520 (11/86)
3. Modern Maturity	7,572 (12/86-1/87)
4. NRT/AARP Bulletin	7,792 (12/86)
5. National Geographic	1,142,609 (12/86)
6. Better Homes & Gardens	16,473 (11/86)
7. Family Circle	23,644 (12/2/86)
8. Woman's Day	15,247 (11/86)
9. Good Housekeeping	39,984 (12/86)
10. McCall's	14,271 (8/86)

* Including military or civilian personnel overseas.
Source: Audit Bureau of Circulations, six month averages for second half of 1986

global accounts to make publishers of international magazines sing the praises of global advertising.

For the publisher, global packages permit economies of scale to be offered to advertisers; generate more business for international titles; make foreign editions more competitive with local media; and eliminate market-by-market pricing confusion, bringing order to the international ad placement process.

For the advertiser, global campaigns can reach the upscale, primarily English-speaking market; offer economies of scale and provide creative consistency, where desirable; and aid local agencies in solving tricky positioning problems.

But magazine publishers such as Chicago-based Playboy Enterprises, which licenses foreign editions to local publishers rather than owning them, and New York-based Hearst

(Continued on Page S-2)

Global order, obstacles

(Continued from Page S-1)

Corp., which also licenses the vast majority of its foreign editions, have been slow to put together international rate cards. They express ambivalence about committing enormous amounts of time, money and manpower to pursuing global ad sales.

This ambivalence is easy to understand, says international publishing consultant Lee Hall, president of IntPub, Chicago, if one considers the difficulty in placing an American-produced global ad, for example, in 16 licensed foreign editions when the U.S. sales staff has little to gain.

In licensor/licensee arrangements, the licensor receives percentage royalties on ad revenues from the licensed editions. The salesman for a global ad sale, however, receives commission only for ads placed in his local publication. What is needed, says Mr. Hall, is a licensee commission structure compensating the salesman for foreign sales.

"But this is where it gets complex," he adds. He says that licensees who are already paying royalties to licensors often don't want to chalk up the salesman's commission as well. For global packages to work with licensees, says Mr. Hall, there must be "more cooperation between the magazine's U.S. advertising staff and the licensed publisher."

Despite the obstacles, Playboy

Enterprises, with 13 licensed foreign editions of *Playboy*, will "attempt" global ad sales, according to Tim Dolman, senior VP-assistant publisher. Mr. Dolman says there hasn't been much demand from *Playboy's* advertisers that the company re-

global rate card," says Pilar del Solar, director of international editions. "But it's slow in coming. International editions are growing so fast, and the licensees are doing so well on their own."

While publishers with wholly owned international networks reap the most benefit from global ad sales, the strategy is



An Apple Computer ad spread pushed the "family of computers" theme.

spond to their global marketing needs. However, with new editions licensed in Turkey, Greece and Hong Kong within the last 18 months, he feels it's time to "show advertisers the worldwide capabilities of the magazine and to provide a financial incentive to commit to *Playboy* on a selected international basis." The combined foreign circulation of *Playboy's* licensed editions is 1.7 million, according to information supplied to ADVERTISING AGE by the publisher.

Similarly, Hearst Corp., which licenses *Cosmopolitan*, *Esquire*, *Good Housekeeping*, *Harper's Bazaar*, and *Popular Mechanics*, is "in the process of organizing a

not without obstacles for them as well.

At Conde Nast International, New York, publishers of 27 international titles including editions of *Glamour*, *House & Garden* and *Vogue*, Ralph Timm, director-international advertising, says the major obstacle for his publications is local taxation, such as Italy's IVA—a whopping 18%—which often drives up the global price.

Another factor impeding global ad sales, he says, is philosophical confusion. "The same hesitation, the same element of worry, enters into international marketing that exists in market- ing here. Advertisers aren't sure

if they should launch a campaign to generate demand for a product not yet in distribution, or if it would be smarter to get the product into the marketplace first," he says.

Conde Nast's U.S.-originated international ad pages—from ads placed in both the U.S. title and in anywhere from one to many foreign titles—rose from fewer than 100 pages in 1981 to 538 in 1986, according to Mr. Timm. Advertisers included Revlon Group, Estee Lauder Inc., Elizabeth Arden Inc., and Cosmair Inc., among others.

At *Newsweek International*, New York, President Peter Luffman is bullish about global ad sales over the long term, despite a 10% decline in global advertising over the last three years. He attributes the decline partly to intensified competition from local media.

Newsweek's biggest advantage, he says, is its commitment to the English language in 191 countries and its ability to offer global advertisers a one-book buy. *Newsweek International*, which posted 1986 revenues of \$46.8 million, according to Elise Moyse, international promotion director, has approximately 10 global ad clients that agree.

One of them, Apple Computer, Cupertino, Calif., feels that English-language publications like *The Economist*, *Newsweek* and *Time* are serving the company's global marketing purposes quite well. To reach the English-speaking international business community, Apple is spending in excess of \$1 million, or 10% of its international ad expenditure, on a two-tier global campaign that is primarily Pan-European, with a little Asian and Latin American support added.

gionalization—nationally and internationally—global strategies may get put on the back burner and international media seeking global buys will have to wait.

Some aren't willing to do that, and have been assuring potential global clients that their international publications have strong local appeal. According to William Thorn, international advertising/marketing director for Reader's Digest, the fact that the *Digest's* 39 foreign editions, five of which are licensed, are locally edited and published with local content in 15 languages is a distinct advantage.

Mr. Thorn says the number and variety of local media choices are rising dramatically, and the only way to win the scramble for increasingly fragmented media dollars is to give advertisers global reach, economically, in an effective medium—one readers feel comfortable with because it's local and reflects their interests.

For his part, Mr. Hall stresses the importance of customizing campaigns to individual cultures, and takes the concept a step further than simple linguistic translation.

"Very few products can be marketed globally, with one ad, without the ad losing its appeal and effectiveness in direct translation," he says. "When Chevrolet went to launch its new Nova in Mexico, for example, it discovered 'no va' in Spanish means 'no go.' What is needed is a single marketing campaign, individualized for each country."

Like *Newsweek's* Mr. Luffman, Frank Cutitta, managing director-international marketing services for Framingham, Mass.-based IDG Communications—formerly CW Communications—which publishes *Computer World*, *PC World* and other computer publications in 30 countries, is optimistic about his company's global ad sales. They're growing 40% annually.

IDG is whole owner of its international network of foreign editions, which are managed with a large degree of local autonomy. IDG's success in selling global ad space—\$1.5 million so far this year—comes largely from sales to smaller, high-tech advertisers like Video 7, Polygon, EMC Corp. and Ashton-Tate, says Mr. Cutitta.

Despite the many arguments for and against global strategies, the real success of global advertising may boil down to matters of diplomacy, suggests Mr. Cutitta. For the publisher thinking of creating global packages, he recommends establishing a "symbiotic" not "heirarchical" relationship with foreign offices. "Be open to taking leads from foreign offices and focusing on accounts they want you to focus on."

For the advertiser, Apple's Mr. Holtzman has this final thought: "If you listen carefully and spend time in the field talking to product, marketing and advertising managers, you can assimilate their hopes and concerns. And, if you're creative, you can build that into a strategy so everybody wins."

Apple's campaign, created by BBDO Worldwide, New York, began with a corporate image ad celebrating Apple's 10-year anniversary and focusing on Apple's promise to "push open the doors of human possibility." "We hoped this first ad would stimulate thinking in each country," says Bill Holtzman, marketing communications manager for Apple Computer International.

The second step was a three-page magazine spread intended to launch the new Macintosh SE and Macintosh II computers, country by country. "By focusing on the 'family of computers' theme—'One good idea leads to another... And another'—the ads, which could be run with or without the third page (depending on product availability), were designed to help local distributors solve tricky positioning problems," he says.

While the English-language publications have an obvious appeal, some advertisers don't feel they're really covering the international market unless they're "heavily into local media, which requires enormous expenditure," says Denis Beran, VP-advertising for *USA Today* and former international publishing director for *Business Week*.

If Mr. Hall is right that the current trend among multinational advertisers is toward re-

DAWN DELIVERS 9TH LARGEST CONSUMER MARKET IN THE WORLD

When you add up the dollars in Black America, you have the ninth largest consumer market in the world. When you



Dinah M. Robinson

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Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

June		Current month		Year-to-date		Current month		Year-to-date	
		1987	1986	1987	1986			1987	1986
— Art & antiques —									
Art & Antiques (10X)		78.1	46.8	389.5	318.8	Mother Jones (9X)		—	—
Art News		127.4	112.0	676.4	593.0	National Geographic		23.5	20.7
Southwest Art		80.1	62.0	524.9	427.4	National Geographic		—	—
Total Group		285.6	220.8	1,590.7	1,339.2	Traveler (4X)		41.7	32.5
% change			+29.3%		+18.8%	Natural History		23.6	26.8
— Auto/cycle/rec. vehicles —									
Autoweek (52X)		206.9	177.9	897.4	868.2	Prevention		57.6	57.7
Car & Driver		105.1	93.6	564.4	556.1	Psychology Today		25.9	21.6
Car Collector & Car Classics		15.7	17.5	104.6	91.0	Reader's Digest A		89.4	94.5
Car Craft		102.8	82.1	516.1	437.9	Rx Being Well (6X)		—	—
Circle Track		80.2	60.6	455.2	372.2	Saturday Evening Post (9X)		—	—
Cycle		62.1	55.2	323.3	325.7	Signature		45.1	74.4
Cycle Guide (9X)		54.7	52.9	270.3	308.2	Smithsonian		74.1	63.1
Cycle World		58.3	60.9	354.6	353.5	Sylvia Porter's Personal		—	—
Dirt Rider		40.1	47.1	218.4	273.8	Finance (10X)		41.3	34.8
Dune Buggies & Hot VWs		83.0	86.0	453.0	520.4	Town & Country		107.0	99.7
Family Motor Coaching		142.1	139.0	922.4	898.1	Travel-Holiday		29.3	33.1
4 Wheel & Off-Road		97.6	92.1	507.7	516.4	Travel & Leisure		93.2	129.1
Four Wheeler		99.0	86.0	517.0	504.0	Vanity Fair		44.5	38.7
Hot Rod		87.4	72.6	465.0	381.5	Writer's Digest		36.6	33.4
Motorcyclist		49.3	63.0	304.4	332.9	Yankee		60.8	66.2
Motor Trend		105.5	77.5	504.7	412.4	Total Group		1,805.8	1,799.8
Motorhome		93.7	107.2	507.9	576.7	% change			+0.3%
Rider		53.5	68.2	285.4	348.6	— Home —			
Road & Track		153.4	126.7	637.4	613.7	Americana (6X)		—	—
3 Wheeling		43.4	60.7	245.8	355.2	Architectural Digest A		157.4	172.0
Trailblazer		57.3	35.5	276.3	230.5	Better Homes & Gardens		100.0	123.7
Trailer Life		110.9	137.0	628.1	726.6	Colonial Homes (6X)		—	—
Total Group		1,902.0	1,799.3	9,959.4	10,003.7	Columbus Monthly-Homes(4X)		—	—
% change			+5.7%		+460.4%	Country Home (6X)		—	—
— Boating & yachting —									
Boating		128.3	119.7	980.8	914.8	Country Living		81.4	65.9
Chesapeake Bay		54.5	41.5	271.8	223.8	Dallas/Ft. Worth		—	—
Cruising World		99.2	107.0	693.9	753.8	Home & Garden		56.3	71.2
Lakeland Boating (10X)		73.2	69.8	459.4	431.0	Family Handyman (10X) A		—	—
Motor Boating & Sailing		145.5	148.8	1,068.6	1,154.6	Flower & Garden (6X)		34.7	29.2
Sail		98.7	99.5	691.1	707.1	Home		38.4	54.4
Small Boat Journal(6X)		60.5	53.7	183.4	166.8	Home Mechanics		56.6	39.2
Southern Boating		55.4	57.7	397.3	415.4	The Homeowner (10X)		22.3	21.6
Trailer Boats(11X)		61.9	43.3	389.5	296.5	Horticulture		34.1	35.9
Western Boatman(6X)		—	—	122.5	132.8	House Beautiful		75.2	78.0
Yachting		120.2	122.7	879.1	889.2	House & Garden		108.7	87.0
Total Group		897.4	863.7	6,137.5	6,085.7	Houston Home & Garden		79.1	74.5
% change			+3.9%		+0.9%	Metropolitan Home		60.7	55.9
— Canadian —									
L'Actualite		87.3	86.7	494.4	520.3	1,001 Home Ideas		40.0	34.7
Chateaufort		—	—	—	—	Phoenix Home/Garden		58.2	55.7
English Edition A		80.7	92.1	465.3	579.6	Practical Homeowner		—	—
French Edition		71.8	81.0	431.7	505.3	Roadside's Organic Gardening		38.9	50.4
City & Country Home(10X)		54.0	57.3	283.8	269.9	San Diego Home/Garden		62.5	68.4
Equinox		—	—	117.1	115.0	South Florida Home/Garden		24.2	32.9
Flare A		56.4	60.4	469.0	443.0	Southern Accents(6X)		—	—
Harrowsmith-Canada (6X)		52.6	45.7	135.2	126.4	Southern Living		111.0	155.1
Maclean's (52X) A		93.9	114.3	669.1	787.0	Sunset Magazine A		138.8	147.3
Moneywise		34.0	36.4	198.3	228.1	Workbench (6X)		—	—
Reader's Digest		—	—	—	—	Total Group		1,378.4	1,452.8
Canadian-English A		42.8	64.6	363.8	499.9	% change			-5.1%
Canadian-French A		32.8	59.8	274.8	416.9	— Inflight & other passenger —			
Toronto Life		101.1	87.4	552.2	526.5	Aboard Group (7X)(6X)		—	—
Vancouver		70.3	67.3	383.5	431.4	Alaska Airlines		55.7	71.2
Total Group		784.7	853.0	4,838.3	5,450.1	America West Airlines		49.0	30.6
% change			-8.0%		-11.2%	American Way (24X)		135.7	102.5
— Civic/fraternal —									
American Legion		30.1	19.3	192.3	145.7	Brighton Inflight Group		—	—
Eks (10X)		15.9	15.4	121.8	112.1	Braniff		13.7	13.5
Kiwanis		17.1	15.6	107.1	107.5	Continental		45.1	37.2
Lion (10X)		7.5	5.3	49.2	30.0	Hawaiian Air (6X)		—	—
Rotarian		13.7	10.1	90.4	88.8	East/West Network		—	—
VFW (11X)		29.6	26.4	193.5	163.9	Eastern Review		47.8	71.7
Total Group		113.9	92.1	754.3	648.0	Northwest		42.7	43.8
% change			+23.7%		+16.4%	PSA Magazine		84.5	103.2
— Comics —									
DC Comics		4.5	3.5	37.5	33.5	Pan Am Clipper		43.3	54.3
Marvel Comics Group		9.0	8.0	53.0	43.0	Spirit		58.0	118.8
Total Group		13.5	11.5	90.5	76.5	TWA Ambassador		48.5	—
% change			+17.4%		+18.3%	Vis-A-Vis		52.0	102.0
— General —									
American Health (10X)		65.0	65.5	358.9	289.3	Halsey Publications		—	—
American West (6X)		—	—	117.3	126.8	Air Car		58.0	60.0
The Atlantic A		20.3	24.6	238.6	232.9	Delta Sky		75.7	83.0
Bon Appetit A		61.4	61.7	469.1	470.6	US Air		41.5	48.0
Changing Times		59.2	42.4	390.1	292.6	Piedmont Airlines Pace		85.8	105.0
Connaisseur		88.5	80.0	448.2	436.1	Spirit of Aloha (6X)		28.6	25.4
Consumers Digest (6X)		21.5	14.0	75.3	89.0	Total Group		935.5	1,070.3
Ebony		107.5	95.0	552.7	578.1	% change			-12.6%
Fifty Plus		34.0	32.5	252.0	244.8	— Men's —			
Food & Wine		58.3	41.6	324.6	272.0	Esquire A		118.2	197.5
Games (6X)		15.3	28.9	58.8	151.5	Firehouse Magazine		69.5	71.3
Golden Years		42.0	27.4	424.4	138.8	Gentlemen's Quarterly A		137.3	130.1
Gourmet		94.8	94.9	588.8	550.5	M Magazine		49.9	45.3
Harper's A		22.2	19.2	183.8	142.4	Penthouse A		45.1	34.9
Harrowsmith (6X)		—	—	145.6	122.3	Playboy A		45.6	73.5
Let's Live		47.0	50.0	278.0	290.0	Salute (8X)		23.7	—
Life		35.2	51.0	268.1	333.4	Total Group		489.3	552.7
Modern Maturity (6X)		47.4	43.8	144.2	129.4	% change			-11.5%
Money		131.1	147.0	770.4	760.8	— Metropolitan —			
Money Maker		3.5	—	12.2	—	Aloha (6X)		—	—
Moneyworth (4X)		9.2	10.0	34.2	30.5	Atlanta		61.2	59.7
Mother Earth News (6X)		48.9	44.2	163.6	158.8	Baltimore		61.6	61.5

A. Sectional lineage included but prorated to circulation of regional editions.
All figures represented in this chart are supplied by the magazines.
Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

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(Continued from Page 71)

June

	Current month		Year-to-date	
	1987	1986	1987	1986
Sports Afield	64.1	71.2	572.2	460.0
Tennis	96.5	93.6	437.4	444.1
Waterski (8X)	64.0	58.8	267.0	213.3
Western Outdoors (10X)	29.3	29.0	280.3	301.7
Wildfowl (6X)	12.9	11.1	30.2	29.4
Wing & Shot	—	—	33.5	—
World Tennis	46.3	42.9	181.7	188.7
Total Group	1,884.1	1,707.9	12,111.6	11,215.8
% change		+10.3%		+8.0%

Photography

American Photographer	35.2	35.2	205.1	216.5
Petersen's Photographic	33.1	32.9	167.7	152.6
Popular Photography	75.2	77.2	414.3	389.4
Total Group	143.5	145.3	787.1	758.5
% change		-1.2%		+3.8%

Religious

Charisma	60.8	48.0	303.6	321.2
Christian Herald (11X)	25.7	21.2	167.7	168.1
Christianity Today (18X)	29.2	24.8	284.9	274.0
Ministries Today (6X)	45.3	41.2	122.4	177.9
Our Sunday Visitor (52X)	10.2	9.2	82.4	65.3
Today's Christian Woman (6X)	—	—	115.5	96.0
Total Group	171.2	144.4	1,076.5	1,102.4
% change		+18.6%		-2.4%

Science/electronic/mechanic

Discover	49.1	23.6	276.4	181.8
Family Computing	40.4	44.9	268.2	255.2
Omni	62.6	56.3	349.9	337.3
Personal Computing	195.1	131.6	881.9	686.3
Popular Mechanics	78.4	66.7	549.2	548.6
Popular Science	64.5	65.6	434.8	440.0
Scientific American	57.7	39.4	263.3	205.0
Spectrum	58.7	68.1	394.3	527.7
Total Group	606.4	496.0	3,418.0	3,181.9
% change		+22.3%		+7.4%

Woman/fashion/service

Bride's Magazine (6X) A	362.4	305.4	1,268.9	1,099.8
Cosmopolitan A	198.1	220.1	1,208.4	1,228.1
Essence	79.3	62.6	460.6	483.7
Family Circle (17X) A	168.3	124.4	733.1	873.3
Glamour	140.5	157.6	1,087.7	1,051.4
Good Housekeeping A	124.9	181.0	828.7	986.3
Harper's Bazaar	66.4	64.8	728.7	736.2
Health	56.0	35.7	287.5	245.6
Ladies' Home Journal	89.6	117.5	593.4	681.9
Mademoiselle	108.3	107.7	862.2	735.1
McCall's	83.7	86.1	552.7	551.9
Military Lifestyle	48.3	62.8	273.5	263.0
Modern Bride (6X)	248.0	236.0	1,066.0	927.0
Ms	35.7	34.1	214.2	238.4
New Woman	87.8	71.5	496.9	427.0
Parents Magazine A	92.6	88.5	613.1	531.2
Redbook	89.7	98.5	579.9	564.7
Self	95.4	93.2	599.3	568.9
Seventeen	86.2	103.1	683.0	631.1
Shape	70.5	75.5	427.4	427.8
Soap Opera Digest (26X)	23.2	16.8	115.6	96.1
Teen Magazine	61.8	50.3	324.9	288.5
True Story A	44.4	38.5	282.7	271.3
Vogue	132.4	159.1	1,428.4	1,410.5
W Magazine	67.4	64.1	644.0	605.5
Woman (9X)	35.0	27.5	134.0	78.5
Weight Watchers	32.0	33.3	191.9	202.5
Woman's Day (16X) A	192.6	128.3	777.9	773.7
Women's Sports & Fitness	21.0	16.7	144.8	122.5
Workbasket	30.0	29.7	190.4	208.7
Working Mother	73.2	54.9	463.0	397.4
Working Woman	93.7	105.8	584.6	620.4
Total Group	3,138.2	3,050.8	18,847.3	18,328.3
% change		+2.9%		+2.8%

Youth

Boys' Life	16.9	11.8	94.0	92.8
Jampus Life (10X)	—	—	193.2	207.5
Total Group	16.9	11.8	287.2	300.3
% change		+42.7%		-4.3%

May

	Current month		Year-to-date	
	1986	1985	1986	1985

Business/national

Barron's	219.5	198.4	1,030.5	951.4
Black Enterprise	42.8	61.9	257.3	306.2
Business Week (52X) A	409.5	333.4	1,696.0	1,535.0
Financial World (26X)	57.4	41.5	318.2	246.6
Forbes (26X)	262.8	251.0	1,234.0	1,252.2
Fortune (26X)	227.8	227.7	1,099.8	1,048.2
Frequent Flyer	67.6	64.2	274.8	297.2
Futures	41.0	39.0	225.3	225.0
Inc. Magazine A	152.9	126.1	436.6	431.1
Income Opportunities	80.6	56.5	339.9	260.9
Industry Week (25X) A	99.3	134.2	369.2	455.2
Nation's Business (12X) A	42.5	41.7	144.2	174.3
Savvy	38.0	36.1	179.8	162.0
Venture	71.9	88.6	319.9	337.9
Total Group	1,813.5	1,700.3	7,925.6	7,683.0
% change		+6.7%		+3.2%

Business/regional

Advantage-Nashville	56.0	67.0	274.0	289.0
Arizona Bus. Gazette (52X)	41.0	29.4	168.0	160.8
Austin Bus. Journal (52X)	34.5	47.3	176.1	236.7
Baltimore Bus. Journal	74.0	76.0	417.3	336.0
Business Atlanta	55.1	57.8	281.3	276.0
Business First of Buffalo	61.9	47.0	300.7	282.7
Business First of Columbus	108.1	92.8	485.3	400.4
Business Journal-Milwaukee	113.2	103.4	564.5	511.0
Business Journal-Sacramento	75.0	44.1	293.8	199.8

	Current month		Year-to-date	
	1987	1986	1987	1986

Business North Carolina	53.8	49.2	201.1	196.6
Capital Dist. Bus. Review (52X)	61.0	—	295.0	—
Cincinnati Business Courier	93.3	94.3	511.8	379.8
Corporate Report Kansas City	27.4	27.7	111.0	155.1
Corporate Report Minnesota	76.0	91.0	357.0	395.0
Crain's Chicago Bus. (52X)	155.0	185.0	717.0	798.0
Crain's Cleveland Bus. (52X)	80.0	54.9	288.5	287.5
Crain's Detroit Bus. (52X)	77.0	57.8	362.5	290.5
Crain's New York Bus. (52X)	34.8	38.5	161.3	167.1
Florida Trend (13X)	61.9	69.1	432.6	440.2
Georgia Trend	48.8	47.9	355.3	263.8
Grand Rapids Bus. Journal	40.5	41.7	213.4	159.9
Hawaii Business	49.3	54.3	209.3	222.0
Houston Bus. Journal (52X)	—	—	—	—
Indianapolis Bus. (52X)	146.9	145.3	663.4	700.6
Intercomp-Connecticut (26X)	123.3	109.0	412.5	499.6
Kansas City Bus. Journal	—	—	—	—
Manhattan Inc.	88.5	82.8	372.4	340.2
New England Bus. (20X)	—	—	—	—
Pacific Bus. News (52X)	123.0	118.8	549.5	548.8
Philadelphia Bus. Journal (52X)	129.1	101.4	657.8	543.4
Pittsburgh Bus. Times (52X)	127.3	97.3	594.3	479.3
Providence Business News	72.8	35.3	333.2	35.3
Regardie's/Washington	157.8	140.3	707.5	612.9
San Diego Bus. Journal (52X)	22.0	29.7	164.9	140.7
San Jose Bus. Journal	—	—	—	—
St. Louis Bus. Journal (52X)	140.8	152.5	627.1	673.6
Texas Business	26.1	44.4	155.2	266.3
Warfields Monthly Baltimore	84.2	46.5	333.0	135.8
Total Group	2,719.3	2,479.4	12,747.7	11,424.4
% change		+9.7%		+11.6%

National Sunday magazines

Parade (52X)	47.1	45.7	250.2	268.5
USA Weekend (52X)	40.0	47.5	207.5	268.1
Total Group	87.1	93.2	457.7	536.6
% change		-6.6%		-14.7%

Newspaper Sunday magazines

Boston Globe	177.7	178.5	928.8	946.8
Chicago Tribune	114.0	103.5	545.1	451.8
Cleveland Plain Dealer	95.7	51.3	312.3	238.2
Columbus Dispatch	31.2	41.7	193.8	207.5
Detroit News	80.0	76.0	361.0	384.0
L.A. Times	62.4	49.9	310.0	391.0
Louisville Courier Journal	—	—	—	—
Miami Herald	—	—	—	—
New York Times Magazine	414.5	338.1	1,714.8	1,580.6
Philadelphia Inquirer	73.0	71.0	341.0	341.0
Seattle Times	72.0	68.0	286.0	266.0
St. Louis Post Dispatch	79.3	54.9	365.0	278.6
Toledo Blade Magazine	36.8	38.4	175.1	197.8
Washington Post	158.3	129.3	693.8	644.4
Total Group	1,394.9	1,200.6	6,226.7	5,927.7

Weeklies/biweeklies

The Advocate (26X)	175.1	129.0	662.6	668.3
Army Times Military Group	—	—	—	—
Air Force Times (52X)	164.0	174.0	862.2	903.7
Army Times (52X)	161.3	168.9	778.6	808.9
Navy Times (52X)	176.0	189.6	812.5	870.3
The Blood-Horse (52X)	246.7	233.0	1,944.7	1,856.2
Copper's (26X)	35.3	23.0	173.1	149.9
Commonweal (22X)	17.1	6.5	53.6	40.3
Golf World (43X)	105.2	106.8	502.7	470.3
Grit (52X) A	28.7	23.3	153.1	124.6
National Journal (50X)	87.0	69.3	340.7	306.6
National Review (25X)	30.1	30.2	154.6	151.7
New Republic (48X)	38.8	38.7	180.3	172.0
New York Magazine (50X)	275.2	288.0	1,172.3	1,185.7
New Yorker	237.2	209.7	971.4	986.3
Newsweek (52X) A	203.0	195.4	990.0	965.5
People (52X)	304.5	368.4	1,338.4	1,424.2
Rolling Stone (25X)	—	—	—	—
Sporting News (52X)	48.3	40.5	251.1	267.6
Sports Illustrated (52X) A	218.6	236.9	1,061.3	1,119.6
Time (52X) A	214.4	225.4	1,019.1	1,027.3
Travelhost (52X) C	3,012.0	3,315.0	14,751.0	14,895.0
TV Guide (52X) A	339.5	367.5	1,599.4	1,617.9
TV Update (52X) C	2,131.0	2,092.0	11,335.0	11,005.0
Us Magazine (26X)	50.8	40.7	229.5	175.2
U.S. News & World Report (52X) A	146.9	132.4	619.7	621.6
Total Group	8,446.7	8,704.1	41,956.9	41,813.5
% change		-3.0%		+0.3%

Foreign

Business Week Int'l (52X)	132.0	153.5	515.6	604.6
De Armas Publications:				
Geomundo:				
Central America	8.0	4.0	26.0	17.0
Chile	7.0	4.0	22.0	17.0
Colombia	14.0	8.0	55.0	35.3
Ecuador	7.0	3.0	25.0	13.0
Mexico	10.0	9.0	35.5	25.5
Peru	7.0	2.0	21.0	12.0
Puerto Rico	6.0	3.0	26.0	9.0
U.S.	6.0	7.0	18.7	21.0
Venezuela	19.5	14.0	66.5	50.0
Hombre De Mundo:				
Central America	5.0	12.0	23.0	31.0
Chile	5.0	14.0	24.0	30.0
Colombia	10.0	36.7	39.3	74.7
Ecuador	5.0	9.0	24.0	24.0
Mexico	9.5	48.5	38.5	70.5
Peru	4.0	8.0	16.0	19.0
Puerto Rico	6.0	12.0	23.0	25.0
U.S.	10.8	11.0	60.7	49.5
Venezuela	16.5	37.5	63.5	87.5
Ideas Para Su Hogar:				
Colombia	18.2	19.5	43.5	44.2
Ecuador	1.0	2.0	11.0	8.0
Mexico	12.2	10.3	32.7	19.3
Peru	6.0	8.0	21.0	12.0
U.S.	4.0	4.0	21.0	16.0

	Current month		Year-to-date	
	1987	1986	1987	1986